

**WHAT IS CLAIMED IS:**

1. A portable radio terminal apparatus including a terminal body and an antenna wherein said portable radio terminal's overall length is less than 1/2 wavelength, the portable radio terminal comprising:

a conductor connected to a printed circuit board disposed within the terminal body such that an electrical equivalent length of the portable radio terminal is 1/2 wavelength.

2. The portable radio terminal apparatus as claimed in Claim 1, wherein the conductor comprises a flat conductive board.

3. The portable radio terminal apparatus as claimed in Claim 1, wherein the conductor comprises a strip line.

4. The portable radio terminal apparatus as claimed in Claim 1, wherein the conductor extends in a straight line from the printed circuit board.

5. The portable radio terminal apparatus as claimed in Claim 1, wherein the conductor comprises a closed loop.

6. A portable radio terminal apparatus including a terminal body having a flip and an antenna, said portable radio terminal comprising:

a conductor integrated with the flip so that an equivalent ground length formed by the terminal body, the antenna and the flip is longer than 1/4 wavelength, thereby dispersing a peak current distribution point.

7. The portable radio terminal apparatus as claimed in Claim 6, wherein the conductor is formed within the flip by inserting a conductive substance.

5 8. The portable radio terminal apparatus as claimed in Claim 6, wherein the conductor is formed on the flip by applying conductive pigments to the flip.

10 9. The portable radio terminal apparatus as claimed in Claim 6, wherein the conductor is a conductive sticker attached to the flip.

10. A portable radio terminal apparatus including a terminal body having a flip and an antenna, said portable radio terminal comprising:

15 a conductor integrated with the flip so that an equivalent ground length formed by the terminal body, the antenna and the flip is  $1/2$  wavelength, thereby dispersing a peak current distribution point.